

ABSTRACT OF THE DISCLOSURE

In an Internet banner advertisement, a banner advertisement only selected by the user is extracted and displayed so that convenience for the advertisement sender side and convenience of a user's information collecting means are provided simultaneously.

Advertisement delivery server 1 transmits advertising area display information for allowing client terminal 4 to display banner advertisements in the advertising area 12 and at the same time it transmits category selection screen information for allowing client terminal 4 to display category selection screen for selecting categories of the advertisement. Client terminal 4 displays banner advertisements in the advertising area 12 and at the same time, it displays the category selection screen. When categories are selected in the category selection screen, client terminal 4 transmits the selected categories to advertisement delivery server 1. Advertisement delivery server 1 extracts banner advertisements that belong to the selected categories received from client terminal, and it transmits the banner advertisements to client terminal 4. Client terminal 4 updates the banner advertisements in the advertising area.